

# Air Pollution and Health

Improving air quality by partnering with governments and driving public demand for action



**More than 90% of the world breathes polluted air, and 5 million people die every year because of poor air quality.**

The most effective ways to improve air quality, and the health of billions, are through policy solutions that control emission sources.

Vital Strategies partners with governments around the world, providing data and technical expertise that inform air quality policies. Our program also empowers clinicians and the public to demand cleaner air.

## Focus Countries



Air pollution has devastating long-term health impacts. Even modest improvements in air quality have large health and societal benefits. Vital Strategies works to improve air quality in areas where millions are affected through the following strategies:

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Vital Strategies addresses global air pollution by providing technical expertise and consultative services to inform policies and influence public discourse around air pollution and its health impacts.

With the support of Bloomberg Philanthropies, Vital Strategies is working in Indonesia and India, where air pollution kills 1.4 million people every year. In Indonesia, we partner with Jakarta's city government and nongovernmental organizations to develop an air quality management plan. In India, we are working to develop communication strategies to correct misperceptions about the sources and impacts of air pollution. Globally, we are helping to guide cities on how to accelerate their air quality management efforts.

We also founded **Inspire: Health Advocates for Clean Air** ([www.inspirecleanair.org/](http://www.inspirecleanair.org/)), a global coalition of health practitioners who raise the profile of air pollution as a health issue.

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### Our Partners

- Climate & Clean Air Coalition
- UNICEF Indonesia
- Health Effects Institute (HEI)
- SPARTAN
- Clean Air Asia
- DKI Jakarta
- World Health Organization
- Eastern Africa GEOhealth Hub

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### Our Funders

- Bloomberg Philanthropies Environment
- ClimateWorks Foundation

### Policy

#### Reducing air pollution at its source through policy solutions

- Provide technical advice to national, regional and local governments on air quality monitoring, management and public engagement strategies
- Recommend policy solutions that improve air quality

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### Research and Innovation

#### Unearthing data on air pollution sources and health impacts

- Jump-start air pollution solutions by providing comprehensive and innovative guides
- Partner with local universities to study the main sources of air pollution and the type of pollutants emitted
- Estimate health impacts and societal costs from air pollution, and evaluate benefits from specific policy proposals
- Conduct research on public and media understanding of air pollution and share findings with key stakeholders through the Hazy Perceptions report.

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### Advocacy

#### Mobilizing health care professionals and civil society for cleaner air

- Increase civil society demand for clean air through strategic communication campaigns
- Conduct journalist workshops on the use of air pollution and health data to create factual, compelling stories
- Provide resources and toolkits to aid health care professionals' advocacy journey through the Inspire: Health Advocates for Clean Air coalition